

# Tiger's Top Ten Commandments for **RECRUITMENT • RETENTION**

1. Think of your recruitment challenge in **simple** terms. If each of your existing members recruited just one new member – what effect would that have on your roster? *You do the math.*
2. Be careful what you wish for. More members equal more help, more people to manage and more people issues to deal with. However, this can't deter you from recruiting more. **Plan for volunteers.**
3. Behind every good leader is a bunch of good followers. You're *already* in a leadership position if you've learned to be a **good follower**. Learn your position and play it well.
4. Be courteous, kind and forgiving ... or at least establish a minimum standard for human relations. Treat your fellow members with the same basic level of **respect** that you would give to a first acquaintance. It goes a long way towards retention.
5. **Know your competition** and pounce at every opportunity to recruit: at church, at work, in your neighborhood and even at an emergency scene. Fire prevention shouldn't be practiced just one week of the year – neither should recruitment.
6. Whose job is it to recruit new members? Everyone's - not just the chief or the membership committee. **Work as a team** to build a bigger, better team.
7. Peace at home = peace at the firehouse. Make sure you're targeting the right audience with your **recognition and incentives** programs.
8. If it's quantity you *need* – take a shotgun approach to recruiting. If it's **quality** you *want* – make it a target shoot. You might need to do both.
9. Outward success cannot be achieved without inward change. Look at the way you do everything. Leverage what's good about your department. **Change** what's bad.
10. When searching for the ultimate recruit – think of the person you would want to serve with ... or be saved by. Then **go out and get 'em.**

***Lastly ... Fight fires. Save lives. Do what you do best.  
Let OnScene Marketing do the rest. [Cheap Plug]***

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